The Many Faces of Generosity Campaign

Facing the Future and Beyond

2014 Progress Report
Year Two Implementation Update

The Educational and Research Foundation for the American Academy of Facial Plastic and Reconstructive Surgery

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Acknowledgements

The leadership of the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) and the Educational and Research Foundation for the AAFPRS would like to thank the 11 companies and the 229 members and friends that pledged over $4 million dollars in support of the three core projects addressed during The Many Faces of Generosity capital campaign effort.

With the vision of Board of Directors and Campaign Leadership, the dream of providing the tools to promote educational excellence, to change our culture through research and evidence based medicine and to take the FACE TO FACE Programs to the next level is well on its way to becoming a reality.

To view a complete list of individual donors, please visit the Academy website.

http://www.aafprs.org/member_donors.html

Please take a moment to review those companies that support this exceptional endeavor.

http://www.aafprs.org/corporate_partners.html
The Leadership

The campaign was Co-Chaired by Vito C. Quatela, MD and Jonathan M. Sykes, MD. We wish to thank them both for their leadership and for providing the vision for this exciting and important endeavor.

Key to the success of the campaign was the participation and support of the following Committee Chairs and Members.

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The Year in Review

2014 is the second year of implementation for the three projects funded by The Many Faces of Generosity campaign. Culminating at the 2012 Fall Meeting in Washington, DC, the campaign raised over four million dollars to support three core projects identified by AAFPRS leadership and members as critical to the ongoing success of the specialty of facial plastic surgery.

- Excellence in Education
- Expansion of the Foundation’s Research programs
- Support for the FACE TO FACE Humanitarian efforts

In 2013 the LEARN (Lifelong Educational and Research Network) was designed and launched at the Rhinoplasty meeting in Chicago. In 2014 the platform was used to support the three Academy sponsored meetings, articles written by AAFPRS members were added, the Community feature was offered for Fellows, Residents and Women in Facial Plastic Surgery and the Foundation partnered with JAMA to offer members direct access to the JAMA site from LEARN and we continued to offer videos from the Academy’s John Dickinson Library. Throughout the year over 300 individuals visited the site each month and for those who have not yet seen Dr. Robert Simon’s historical video of the AAFPRS, “Forever Young”, it is available on the LEARN site.

The Research Center Committee finalized the details for two new grants and a scholarship, and they were made available for the first time in 2014. The Research Committee awarded $47,500 to three individuals in 2014 and have already approved one grant for 2015. In addition, three (3) individuals have applied for the Research Scholar award for the 2015 grant cycle. This grant, along with the Leslie Bernstein Grant program is administered by CORE. Research discussions were added during the 2014 Fall Meeting and the 2015 Fall Program will continue the efforts to provide the tools to educate members on the process of conducting quality research while providing funding to perform the essential research that will meet the needs of the specialty.

In 2014, we designed, developed and launched a data capture platform for the FACE TO FACE Programs. This database provides the functionality to store and track information about the three FACE TO FACE programs and provides the ability for individuals to indicate and submit information indicating interest in one or more of the programs. This platform replaces a very paper intensive system previously in place and will provide the Foundation with data required to seek funding to further support the programs. In addition, this year we began to offer financial support for International Trips. AAFPRS members received over $11,000 in stipends to offset trip expenses and $5,000 has already been approved for sanctioned trips in 2015.
Learn (Lifelong Educational and Research Network)

2014 promised to be, and was a very exciting year in our quest to provide our members with opportunities to pursue their educational needs through the LEARN portal. Going back to 2012, using funds received via The Many Faces of Generosity campaign, we started the process to design, develop and implement a platform that would offer individuals tools to build an educational curriculum to meet their specific needs. LEARN was launched at the Advances in Rhinoplasty meeting in Chicago in 2013, providing participants with the capability to complete meeting evaluations online and print CME certificates in their home or office.

This past year was spent refining the work started in 2012 and that was continued throughout 2013. The process of completing meeting evaluations online was enhanced and simplified. Members now have a five-year history of all AAFPRS sponsored meetings that they have attended providing each individual with a complete transcript of CME credits and educational history. The link for members to the JAMA webpage was completed and new articles written by members were added to the site.

Toward the end of 2014 we recognized that there was a need to have a dedicated team assigned to assure that the LEARN platform is maximized and that member educational needs are being met. In addition, it was identified that there was the potential for duplicate effort between those working on enhancing LEARN and other Academy and Foundation committees. Thus, the LEARN Enhancement Committee is being added in 2015 as a standing Foundation committee. This Committee is charged with developing an overall strategy for enhancing all aspects of the LEARN educational portal and assuring consistency and continuity with all other standing committees, particularly the Membership/Residency Relations Committee, Multimedia Committee, CME Committee and Fellowship Committee.

In 2015, a committee consisting of Rami, Batniji, MD, Louis DeJoseph, MD, Sam Lam, MD, Benjamin Marcus, MD, Robert Chui, MD and Christian Stallworth, MD along with staff members Caryl Bryant, Ann Jenne, Rita Magness, Fatima Porter-EL and Karen Sloat will be developing a plan that will seek innovative educational opportunities to enhance and expand LEARN. Look for additional on-line CME opportunities, expanded John Dickinson Library as well as educational opportunities specifically for Residents and Fellows.

Finally, we have initiated a project that will provide on-line support for the Foundation’s Fellowship Program. Required forms will be available electronically with a communication system developed to streamline the current paper intensive process.

Theda C. Kontis, MD
LEARN Enhancement Committee Chair
The Many Faces of Generosity campaign provided the Foundation with $2 million dollars of the total contributions to address two identified areas of need. These are to provide funding for academic training in the principles of clinical research design, research management and statistical analysis, as well as expand the financial support available to conduct clinical and basic science research.

Much of 2013 was spent on outlining the logistics for the Research Center programs. With the support of Lishi Ishii, MD and Benjamin Marcus, MD, committee co-chairs, as well as committee members Amir Moradi, MD, Mary Lynn Moran, MD, Michael Sullivan, MD, Patrick Byrne, MD, Paul Leong, MD and Brian Wong, MD, we were able to outline the details for two new grants and a scholarship available to AAFPRS members.

1. **The Research Scholar Award** – a $30,000 grant presented annually and renewable for an additional two years. The Research Scholar Award will be given to the candidates that demonstrate the potential to make a significant contribution to the profession of facial plastic and reconstructive surgery and will make meaningful contributions to the field.

2. **The Facial Plastics Clinical Research Scholarship** is a $15,000 contribution intended to provide financial support to AAFPRS members to pursue academic training in the principles of clinical research design, data management, statistical analysis, and manuscript and grant preparation. It is the intent of the Foundation and the Academy to expand clinical and basic science research to provide high quality evidence to identify best practice. The committee may approve more than one scholarship based on the approved annual budget for the Research Center. In addition, an individual may receive the scholarship for two years in a row if it is a two year degree program.

3. **The AAFPRS Clinical Investigation Award** will be presented for smaller projects to be awarded to those surgeons who don’t normally participate in research projects but have smaller, meaningful projects that could contribute to facial plastic surgery. These grants are meant to foster continued contribution from members to the field of facial plastic surgery. A grant of $2,500 is available.

As Chair of the Research Center Committee, I am pleased to say that in 2014 we had eight (8) applicants for the three programs, with two grants and a scholarship awarded totaling $47,500 in financial support and four applications are already in process for 2015.

Looking ahead, we plan to work closely with the Research Committee to continue to promote research through expansion of academic sessions at Academy sponsored meetings and promoting the available grants to our members. We will be holding discussions over the next two years to merge these two committees, Research Center and Research Committee, into one group that has the capacity to influence the specialty by furthering research efforts and provide opportunities for members and industry to collaborate while discovering opportunities to improve patient care.

Sam P. Most, MD
Research Center Committee Chair
FACE TO FACE Humanitarian Programs

During 2013 a committee led by Ted A. Cook, MD reviewed and updated the protocols and forms used to support the FACE TO FACE Programs. A Project Guide was developed that outlined the process for members to participate in the programs, as well as how financial support can be provided to individuals who have obtained a sanction by the FACE TO FACE Committee for a planned international trip.

Most of 2014 was spent implementing and clarifying the established procedures as well as the design, development and implementation of a FACE TO FACE database. Over the past year, the Educational and Research Foundation for the American Academy of Facial Plastic and Reconstructive Surgery, developed a database for the FACE TO FACE Humanitarian programs to provide members convenient on-line access to program forms plus the FACE TO FACE Guide, which outlines important information about each program.

The database is designed to improve consistent, accessible record-keeping and improve the quality of care provided on each trip. In addition, we now have the capability to capture critical statistics about our International trips and patients treated through FACES OF HONOR or the Domestic Violence Project. This data provides the tools and information necessary for the Foundation to apply for grants from other foundations and companies in support of the three programs. We would like to thank Manoj Abraham, MD, Ryan Brown, MD and Joseph Rousso, MD for their assistance in the design and testing of the database. Their feedback allowed us to enhance the platform to assure that it is a viable tool for our physicians to use beyond its original intention of data capture.

The platform was successfully used during recent trips to Peru by Dr. Ryan Brown and was used by my team in Guatemala. To-date, we have over fifty (50) physicians who have indicated an interest in the one or more of the programs. There are five sanctioned trips and we have received six (6) stipend requests from physicians who are the lead of a sanctioned mission. As the process becomes more streamlined, we hope to add more recurring trips each year to allow more Academy members the opportunity to participate in future trips.

Finally, we are pleased that in 2014 over $11,000 was provided in financial support to physicians to offset expenses for International trips and $5,000 in funds has already been approved for 2015 (Cambodia and Peru). In addition, AmeriCares has aided several missions with supplies and drugs, largely through the work of Dr. Harrison C. Putman. We look forward to expanding our influence in 2015 as we reach out to possible partners to provide additional financial support to our important humanitarian programs.

If you want to learn more about any of the FACE TO FACE programs and how you can become involved, please visit the Foundation website at http://www.aafprs.org/history/face-to-face/, or contact Ann Jennen, ajennen@aafprs.org; 703-299-9291 Ext 229 or Karen Sloat ksloat@AAFPRS.org; 703-299-9291 Ext. 230.

John Charles Finn, MD
FACE TO FACE Committee Chair
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for the American Academy of Facial Plastic
and Reconstructive Surgery

To find out more about Research opportunities offered by the Foundation, go to
http://www.aafprs.org/research/research-center

Visit the LEARN site at www.aafprs-LEARN.org

To discover more about the Foundation’s FACE TO FACE Programs, go to
http://www.aafprs.org/history/face-to-face/

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